
IN THE CLAIMS

1. (Previously Presented) A sales activity feedback method, sales activity feedback method comprising:
communicating, via a network, information to a user interface, the information pertaining to a plurality of price choices for an item offered in a network based sales system, and the information causing the user interface to display a plurality of price choice selection controls selectively corresponding to the plurality of price choices;
generating a feedback indication for the item at each of the plurality of price choices using supply and sales level information generated from the actions of other users of the network based sales system; and
communicating, via the network, the feedback indication to the user interface.
2. (Previously Presented) The method of claim 1 wherein the communicating of the feedback comprises displaying the feedback indication in the user interface.
3. (Previously Presented) The method of claim 2 wherein the communicating of the feedback comprises displaying the feedback indication in the form of one of a series of different pictorial icons.
4. (Previously Presented) The method of claim 1 wherein the feedback indication is associated with one or more factors selected from a group including quantities of the item sold, quantities of the item reserved at future price points, quantities of the item for which a reminder request has been entered, and the time duration incurred to sell the item.
- 5 - 7 (Canceled)

8. (Previously Presented) The method of claim 1 wherein the generating the feedback indication is performed continuously in near real time.

9. (Previously Presented) The method of claim 1 wherein communicating of the information includes communicating time-separated price choices from a falling-price schedule.

10. (Previously Presented) The method of claim 1 wherein the communicating of the information includes communicating information causing the user interface to display a present price, at least one future price, a present purchase control button next to the present price, and a future purchase control button next to the at least one future price.

11. - 14. (Canceled)

15. (Previously Presented) A system, said system comprising:
means for communicating, via a network, information to a user interface, the information pertaining to a plurality of price choices for an item offered in a network based sales system, and the information causing the user interface to display a plurality of price choice selection controls selectively corresponding to the plurality of price choices;
means for generating a feedback indication for the item at each of the plurality of price choices using supply and sales level information generated from the actions of other users of the network based sales system; and
means for communicating the generated feedback indication for the item to the user interface.

16. - 31. (Canceled)

32. (Previously Presented) The method of claim 1, including adjusting one or more of the plurality of price choices utilizing the feedback indication.

33. (Previously Presented) The method of claim 32 wherein the communicating of the information to the user interface includes communicating the plurality of price choices as a schedule of time-separated price choices, and wherein the adjusting of the plurality of price choices includes adjusting the duration between prices or adjusting an amount of at least one of the prices in the schedule.

34. (Canceled)

35. (Previously Presented) A method, said method comprising:
generating sales information for an item at each of a plurality of price choices;
communicating the plurality of price choices in association with the generated sales information to a user;
communicating information to a user interface, the information causing the user interface to display a plurality of price choice selection controls selectively corresponding to the plurality of price choices;
receiving from the user a request to alert the user when the item reaches a price choice selected by the user; and
communicating a reminder message to the user when the item reaches a price choice selected by the user.

36. (Canceled)

37. (Previously Presented) A method, said method comprising:
generating sales information for an item at each of a plurality of price choices;
communicating information to a user interface, the information causing the user interface to display a plurality of price choice selection controls selectively corresponding to the plurality of price choices; and
communicating a message to a user based on a price choice for the item reaching a threshold value associated with one of the plurality of price choices.

38. (Previously Presented) The method of claim 37, said method further comprising:

receiving from the user a reminder request to receive the message when the price choice of the item reaches the threshold value; and
communicating to the user a request for contact information associated with
communicating the message when the contact information is unavailable.